



# ALPHA BETA

PRICES EFFECTIVE  
WED. THRU SUN.  
SEPT. 15 THRU 19  
ALL ITEMS LIMITED  
TO STOCK ON HAND

SATISFACTION GUARANTEED OR YOUR MONEY REFUNDED  
SALES TAX COLLECTED ON TAXABLE ITEMS

...OUR GROWIN' KEEPS SHOWIN'!

DUNGAN HINES  
**CAKE MIX**  
6 VARIETIES  
SAVE 18¢  
**25¢**  
INCLUDES 6¢ OFF

FAMILY SIZE  
20-OZ. BOTTLE  
**LISTERINE**  
ANTISEPTIC  
SAVE 56¢ **73¢**

GIANT SIZE TUBE  
**MACLEANS**  
TOOTHPASTE  
SAVE 30¢  
INCL. 6¢ OFF **29¢**

**ALPHA BETA BREAD**  
1 LB. 4 1/2 OZ. LOAF  
WHITE • WHEAT  
SANDWICH • ROUND TOP  
FOR **25¢**  
SAVE 7¢



### DELICATESSEN SPECIALS!

ALPHA BETA'S **BRAND** • 6 OZ. PKG. • SLICED  
**LUNCH MEATS** **3 FOR \$1.00**  
• BOLOGNA • ALL BEEF BOLD • COOKED SALAMI • SPICED

3 OZ. PKGS. • SLICED  
**LEO'S MEATS** **3 FOR \$1.00**  
• BEEF • HAM • CORNED BEEF • DARK TURKEY

5 OUNCE PKG. • IMPORTED • SLICED  
**DANOLA HAM** **59¢**  
SAVE 10¢

ALPHA BETA'S OWN • **LOUETTA** SLICED  
**SWISS CHEESE** 12 OZ. PKG. **59¢**  
SAVE 10¢

12 OZ. CHUB • MIDGET • KOSHER  
**WILNO SALAMI** **69¢**  
SAVE 20¢

**ALPHA BETA** • 15 OZ. CUP  
**POTATO SALAD** 1/2 LB. CUP **29¢**  
49¢

### ALPHA BETA'S SPECTACULAR OFFER ON

## Melmac® DINNERWARE

Now Alpha Beta brings you the lasting beauty of Melmac® Dinnerware for pennies! No one would ever guess its tiny price, for this is genuine Apollo ware, designed by Alexander Barna. All first-quality; the finest Melmac® dinnerware manufactured today, with a translucent high gloss that matches the loveliest china. Break-resistant, dishwasher-safe, with stain-resistant cups and guaranteed for 2 years.

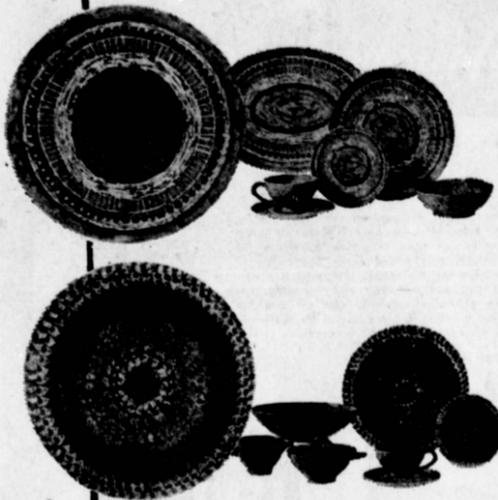


You pay so much less than you would ordinarily, that you won't believe it. A 4-piece place setting costs you only \$1.12... yet it's at least a \$3.95 value! Your choice of 3 colorful, exquisitely designed patterns: Green Button, Mardi Gras and Princess.

Starting this week, you can buy one piece for 28¢ with each \$5.00 purchase at Alpha Beta. No limit on the number you may buy... no coupons necessary. (For example, if your purchase is \$15.00, you may buy three of the dishes offered). This first week, start with the dinner plate. Next week, the saucer. Third week, the bread-and-butter plate, and the fourth week, the cup.

Offer continues for 12 weeks with each item available every four weeks. Complete your set with accessory pieces that can be bought any time, without an Alpha Beta purchase. Available in colors to match all three patterns: Salad plate or soup plate, 50¢ each. Platter, divided vegetable dish, vegetable bowl, or creamer and sugar set, \$1.00 each. Start your collection of handsome Melmac® dinnerware this week at Alpha Beta. Then start collecting compliments every time you set your table!

THIS WEEK'S ITEM OF THE WEEK **DINNER PLATE 28¢** WITH EACH \$5 PURCHASE



PILLSBURY • SAVE 24¢ • INCL. 5¢ OFF

**FLOUR** 5 LB. BAG **39¢**

GIANT PACKAGE • SAVE 30¢ • INCL. 10¢ OFF

**FAB LAUNDRY DETERGENT** **49¢**

GOLDEN DAYS • NO. 1 FLAT CAN

**PINEAPPLE** **10¢**

PACKAGE OF 48 • SAVE 10¢ • BLACK  
**LIPTON'S TEA BAGS** **59¢**

HOSTESS • REG. OR BANANA  
**TWINKIES** **10¢**

RANCH TABLE • 50 OUNCE CAN • WHOLE BODY  
**CANNED CHICKEN** **79¢**

HEAR THE ANGELS IN ACTION  
**KMPC - 710 on the dial**  
(HOME GAMES THIS WEEK)  
• WED., SEPT. 15 - CHICAGO 88  
• FRIDAY, SATURDAY, SUNDAY,  
SEPT. 17, 18, 19 - BALTIMORE

REG. DRIP OR FINE • 1 LB. CAN  
**HILL'S COFFEE** **79¢**  
2 LB. REG. DRIP **\$1.57** 10 OZ. INSTANT (INCL. 30¢ OFF) **\$1.29**

### Better Produce at a Better Price!

EX-FANCY JONATHAN  
**APPLES**  
NEW CROP CRISP AND JUICY  
**9¢** LB.

GARDEN FRESH BUNCHES  
**RED RADISHES**  
OR  
**GREEN ONIONS**  
YOUR CHOICE **5¢** BUN.

BACK TO SCHOOL SPECIAL  
**RAISINS** LUNCH BOX SIZE **3:10¢**

LARGE SIZE • FRESH AND CRISP  
**CUCUMBERS** **4¢** EACH

### Better Meat at a Better Price!

EASTERN QUALITY  
**PORK CHOPS**  
BLADE CUT **49¢** LB.

WESTERN QUALITY • FROM GRAIN FED PORKERS  
**PORK CHOPS** CENTER CUT **89¢** LB.

FRESH FROZEN • SMALL SIZE  
**SPARE RIBS** **59¢** LB.

FARMER JOHN • 1 LB. PACKAGE  
**SLICED BACON** **79¢**

DUBUQUE • SMOKED • FULLY COOKED  
**Canned Picnics** 4 3/4 LB. CAN **\$2.98**

YOUR CHOICE  
GOLDEN DAYS • 303 CAN SLICED OR WHOLE  
**BEETS**  
SWANK • 303 CAN  
**CARROTS** **10¢** EA.

**PAY UTILITY BILLS FREE!**  
AT ALPHA BETA  
MONEY ORDERS ONLY 20¢ EACH

YOUR NEARBY ALPHA BETA MARKETS ARE LOCATED AT:  
**TORRANCE**  
2720 CABRILLO AVE.  
**TORRANCE**  
5130 190th ST. at ANZA  
**DOMINGUEZ HILLS**  
190th ST. at AVALON  
**REDONDO**  
1880 S. PAC. COAST HWY.

ALPHA BETA trim'd-rite BEEF  
**ROUND STEAK** **69¢** LB.  
ALPHA BETA trim'd-rite BEEF  
**BOTTOM ROUND** TOP OR CUBED **89¢** LB.  
ALPHA BETA trim'd-rite BEEF  
**RUMP ROAST** BONE-LESS **89¢** LB.

